

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3013
ANSWERED ON:21.03.2002
POLICIES FOR WOMEN
P.R. KHUTE;PUNNULAL MOHALE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government propose to develop communication policy keeping in view the needs and feelings of women;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT SUSHMA SWARAJ)

(a), (b) and (c): It is the endeavour of this Government to keep in view gender sensitivity in its policy formulation. The Media Units of Ministry of Information and Broadcasting provide publicity to the programmes and policies of Department of Women and Child Development. In addition the Ministry has laid down guidelines for its Media Units to ensure that the feelings of women are not offended.

The Prasar Bharati already has Programme and Advertisement Code. The Code inter-alia does not permit telecast/broadcast of any programme or advertisement, which contains anything obscene or defamatory. Doordarshan and All India Radio strictly abide by the code while telecasting / broadcasting their programmes.

The programmes of private channels and foreign satellite channels, when transmitted through cable television networks in the country, are required to adhere to the programmes and advertisement codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed there under. Rule 6(1)(k) does not permit telecast of programmes/advertisements which denigrate women through the depiction in such a way as to have the effect of being obscene, indecent or derogatory to women.

In sanctioning the films for public exhibition, the Central Board of Film Certification (CBFC) is guided by the principles laid down by it and the objectives set by it. CBFC ensures that the scenes degrading or denigrating women in any manner are not shown in the films and human sensibilities are not offended by vulgarity, obscenity, depravity, sex and violence.

In so far as the Print Media is concerned, the Government does not interfere in matter relating to the Press. The Press Council of India (PCI) is a statutory authority established for preserving the freedom of the Press and for maintaining and improving the standards of newspapers and news agencies in India. PCI has set the norms for journalistic conduct according to which Newspapers/ Journalists shall not publish anything which is obscene, vulgar or offensive to public good taste.